

**The webinar will  
start shortly**



# The Total Economic Impact™ of WorkStep

A webinar featuring Forrester

—

WORKSTEP

The Total Economic Impact™ of WorkStep

# Introducing guest speakers...



**David Brodeur-Johnson**  
Principal Analyst, Forrester



**Sanitra Desai**  
Consultant, Forrester



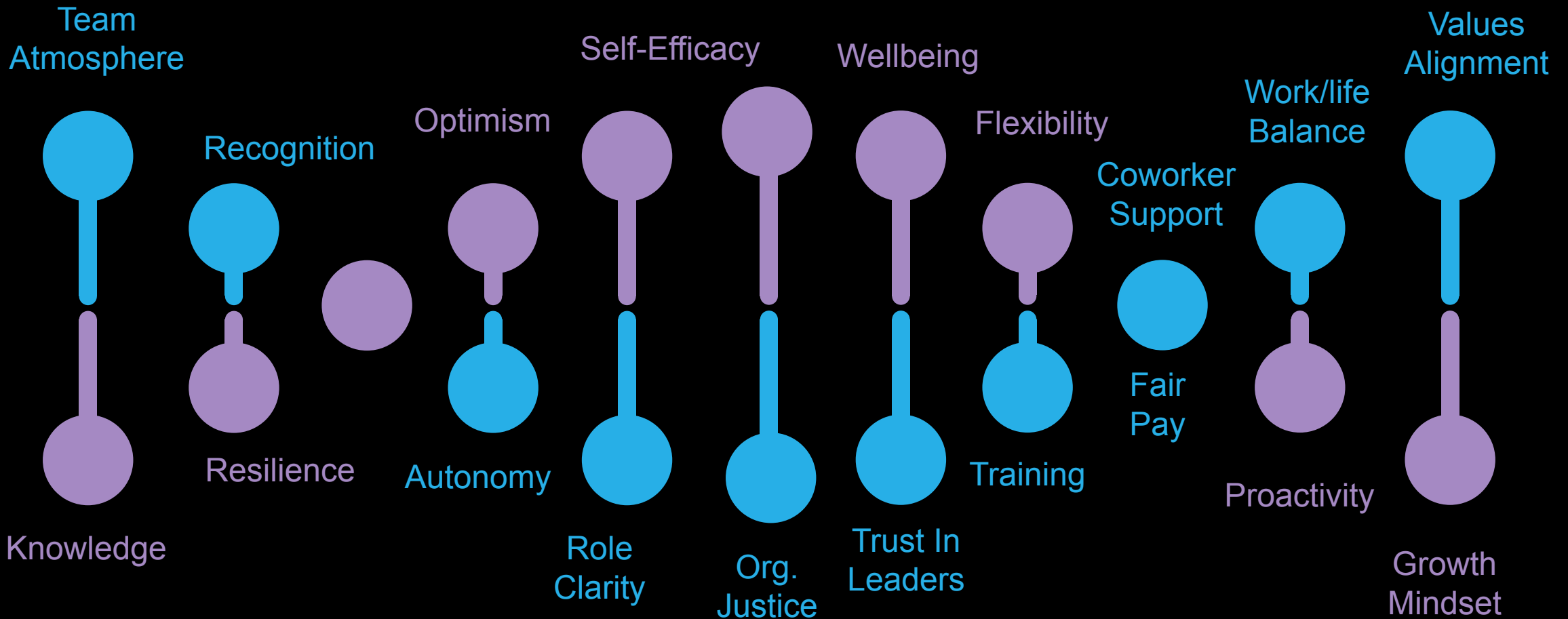
**Zoe Morin**  
VP Marketing, WorkStep

# During this webinar you'll learn:

- The top 10 employee engagement and burnout predictors
- How employee listening transforms company culture into an environment where employees feel heard, valued and are more likely to engage
- Reduction of business disruption, increased productivity, and improved customer experience as a result of WorkStep

# The EX Dynamic

Organization Employee



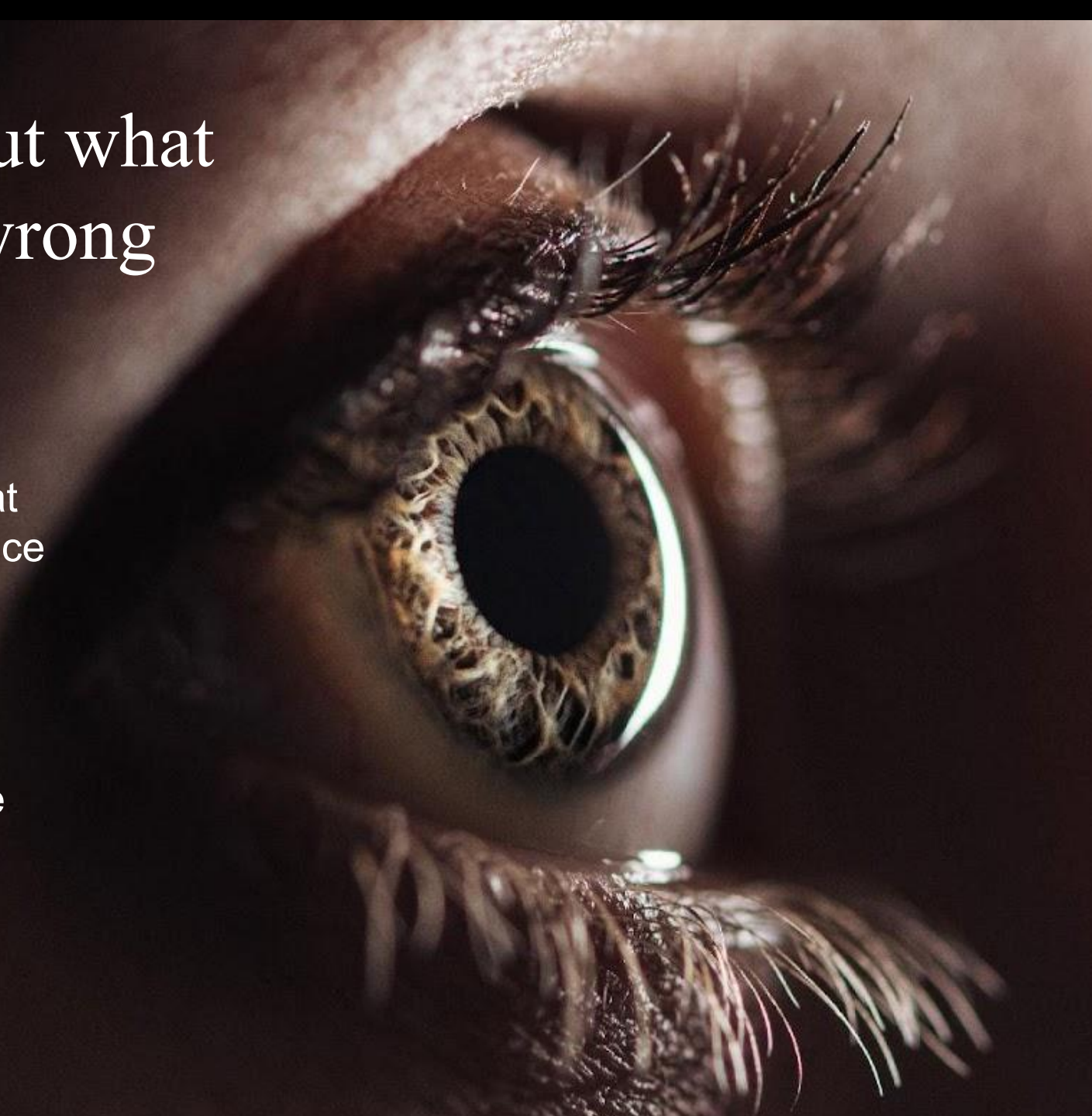
# Conventional wisdom about what engages employees ... is wrong

## Key insight #1:

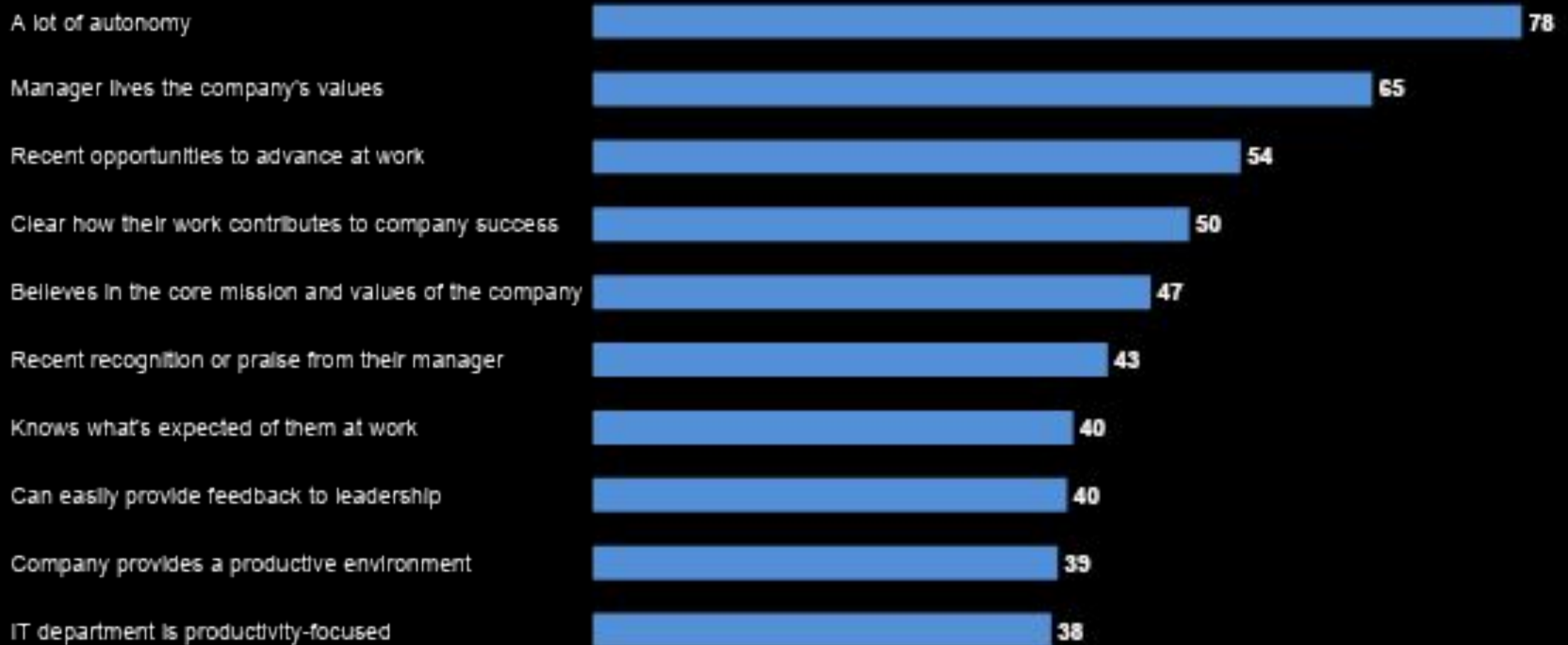
What makes people happiest and engaged at work isn't just recognition, pay-for-performance or free pizza. It's making progress.

## Key insight #2:

The key to performance, especially in knowledge work, is the ability to self-regulate attention, and stay focused on the work that matters most.



# Top 10 Engagement Predictors

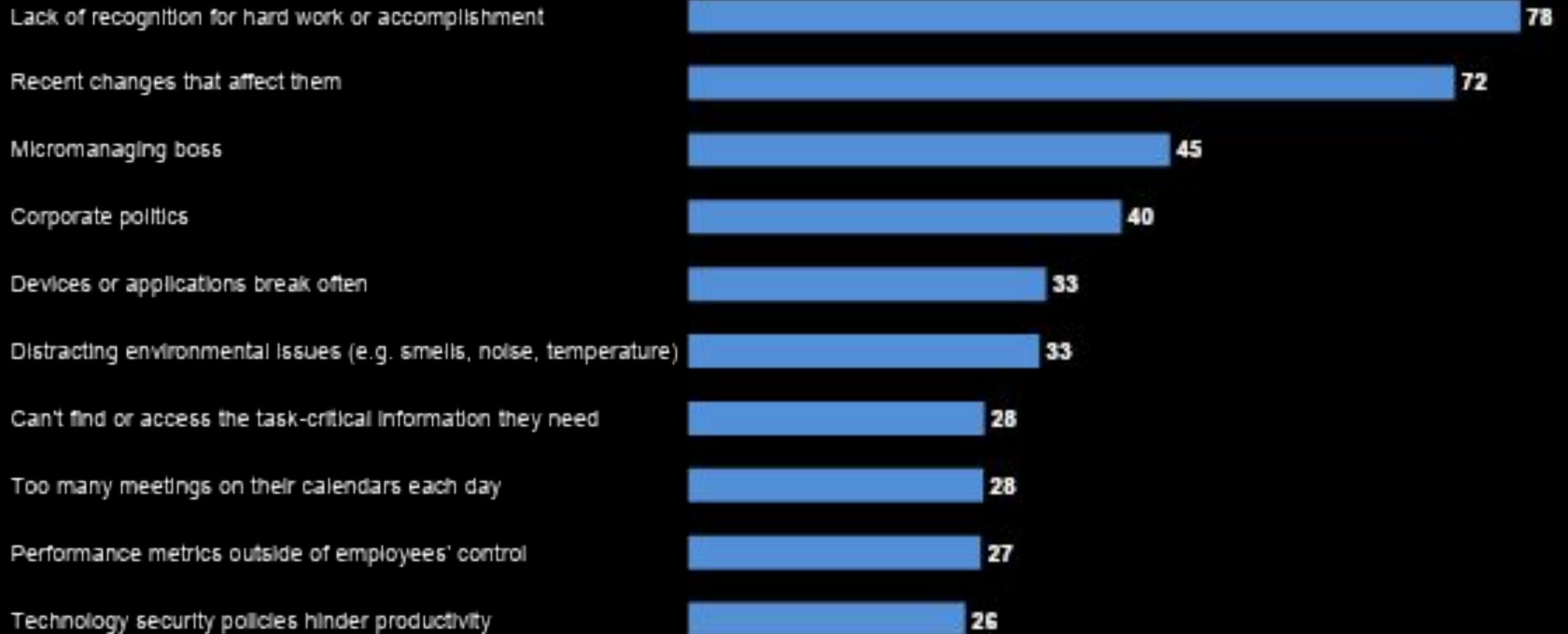


Base: 15,655 global information workers

Source: Forrester Analytics Global Business Technographics Workforce Benchmark Survey



# Top 10 Burnout Predictors



Base: 15,655 global information workers

Source: Forrester Analytics Global Business Technographics Workforce Benchmark Survey



**Engaged workers  
generate:**

**81% higher customer  
satisfaction.**

**Half the employee  
turnover.**



Source: James K. Harter, Frank L. Schmidt, and Theodore L. Hayes, "Business-Unit-Level Relationship Between Employee Satisfaction, Employee Engagement, and Business Outcomes: A Meta-Analysis," *Journal of Applied Psychology*, April 2002

# It Starts with Listening



## Surveys

- Census surveys to track employee engagement in depth
- Regular pulse surveys for quick feedback on progress and key topics
- 360 feedback for leaders and managers to hone their people management skills
- Candidates, new hire and leaver surveys
- Voice of the Employee



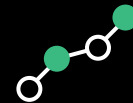
## Passive/analytics, digital exhaust

- Gathering insight from internal discussions and social platforms, sentiment analysis
- Collaboration analytics
- Organizational network analysis to understand silos
- Scraping insights from external sources such as Glassdoor, Indeed, Twitter



## Interviews/focus groups

- Group interviews run by leaders or outside consultants
- 1:1s for more local discussion and to generate more detailed feedback



## Structured exercises

- Employee journey-mapping to capture systemic issues hindering employee success such as metrics, security policies, etc.
- “Work-out” sessions to generate ideas and delegate action

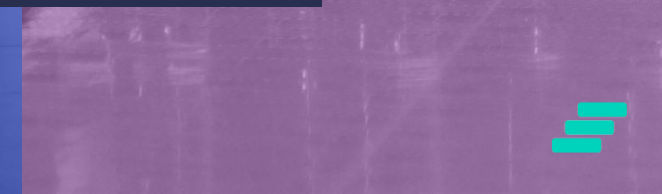
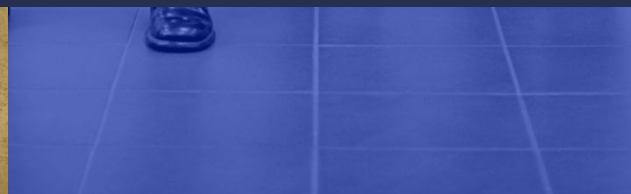


## Always-on and community-based

- Feedback on changes, initiatives and strategies
- Decision-support
- Performance feedback for leaders, managers, colleagues
- Ideation – elevating ideas



WorkStep helps enterprise organizations increase **operational effectiveness and productivity** through holistic employee listening and engagement.



# The WorkStep approach to frontline engagement

## Employee feedback

Actionable feedback collection at key milestones throughout lifecycle.

## Predictive analytics

In real-time, employee feedback is analyzed and tied to business outcomes.

## Feedback loop closure

Communication resolves urgent issues and creates awareness of initiatives.

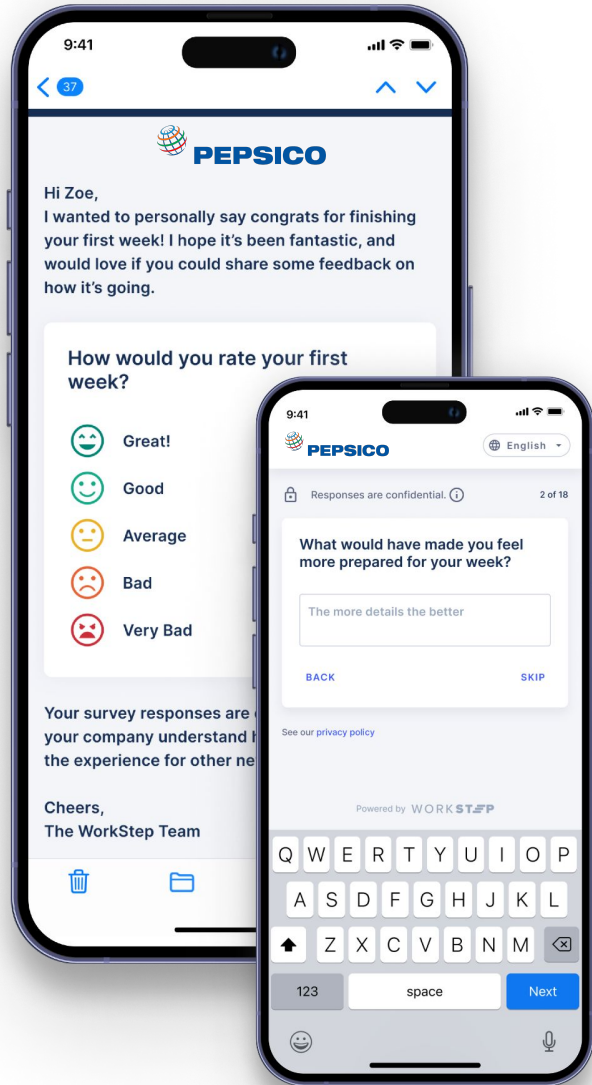
## Action planning and tracking

Leaders are able to take targeted action and measure the impact.





# Holistic employee listening built for the frontline



# The Total Economic Impact™ Of WorkStep

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**Sanitra Desai**  
Consultant, TEI

November 2023

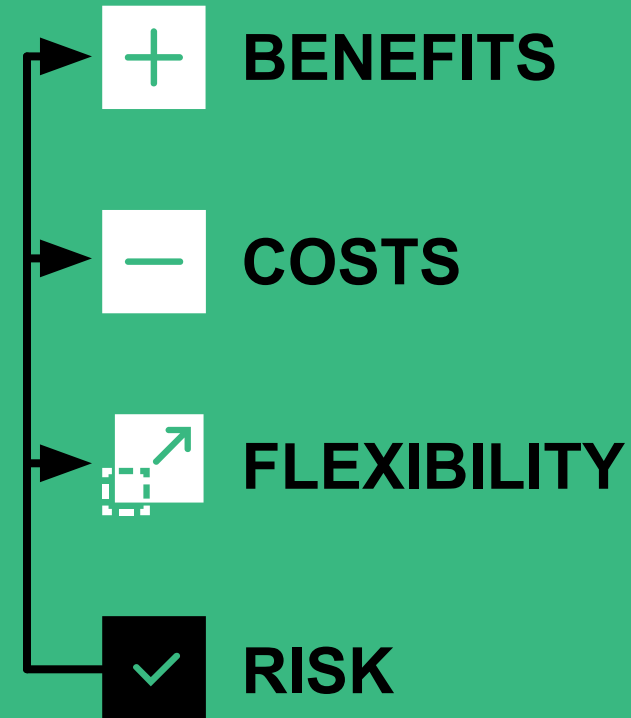
BOLD

AT

WORK

TEI is a proven, consistent, repeatable methodology to justify technology investments.

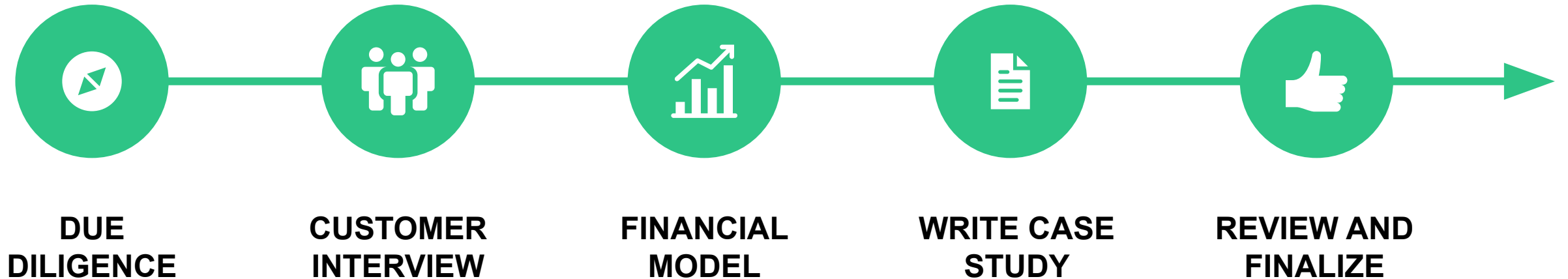
## TOTAL ECONOMIC IMPACT





# Project approach

Forrester took a multistep approach to evaluate the impact of WorkStep.



Source: A Total Economic Impact™ Of WorkStep conducted by Forrester Consulting on behalf of WorkStep, June 2023.

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# Disclosures

The audience should be aware of the following:

- This document is an abridged webinar version of a full case study (The Total Economic Impact™ of WorkStep, June 2023).
- The study is commissioned by WorkStep and conducted by Forrester Consulting.
- Forrester makes no assumptions as to the potential return on investment that other organizations will receive. Forrester strongly advises that readers should use their own estimates within the framework provided in the study to determine the appropriateness of an investment in WorkStep.
- WorkStep reviewed and provided feedback to Forrester, but Forrester maintains editorial control over the study and its findings and does not accept changes to the study that contradict Forrester's findings or obscure the meaning of the study.
- The customer's names for the interviews were provided by WorkStep.
- Forrester does not endorse WorkStep.

Forrester has determined the following three-year impact:



ROI  
**403%**



BENEFIT  
S  
**\$7.42**  
M



NPV  
**\$5.94**  
M

Source: A Total Economic Impact™ Of WorkStep conducted by Forrester Consulting on behalf of WorkStep, June 2023.

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“WorkStep has become a part of our DNA. It is woven through everything from our people strategy down to when we do our talent review process and nine-box grid activities with our leaders. I can’t go to a meeting at this point where WorkStep isn’t mentioned on some level.”

— VP, workforce strategy,  
logistics

# Forrester interviewed a representative from an organization using WorkStep



## Logistics provider

ROLE	VP, workforce strategy
LOCATION	North America
REVENUE	Billions of dollars
NUMBER OF LOCATIONS	350
EMPLOYEES	15,000 total employees, 10,000 frontline workers
USERS WITH ACCESS TO WORKSTEP INSIGHTS	450 users across HR, operations, and leadership

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# Prior environment challenges

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Lack of visibility into employee needs and the impact of organizational initiatives.



Inability to parse out employee feedback.



Long lag times between data access and taking action.

“We needed to be able to drill down and understand why people were leaving from a particular location. Most of the time, we didn’t know the root cause of their departure.”

— VP, workforce strategy, logistics

# Solution requirements

The interviewee's organizations searched for a solution that could:

- Help improve satisfaction and engagement and reduce voluntary turnover.
- Enable teams to listen to their distributed frontline workforce at scale and act on feedback.
- Decrease manual effort.
- Improve visibility to bridge the communication gap.
- Measure impact.
- Accommodate organizational growth.
- Reduce costs related to turnover.

Source: A Total Economic Impact™ Of WorkStep conducted by Forrester Consulting on behalf of WorkStep, June 2023.

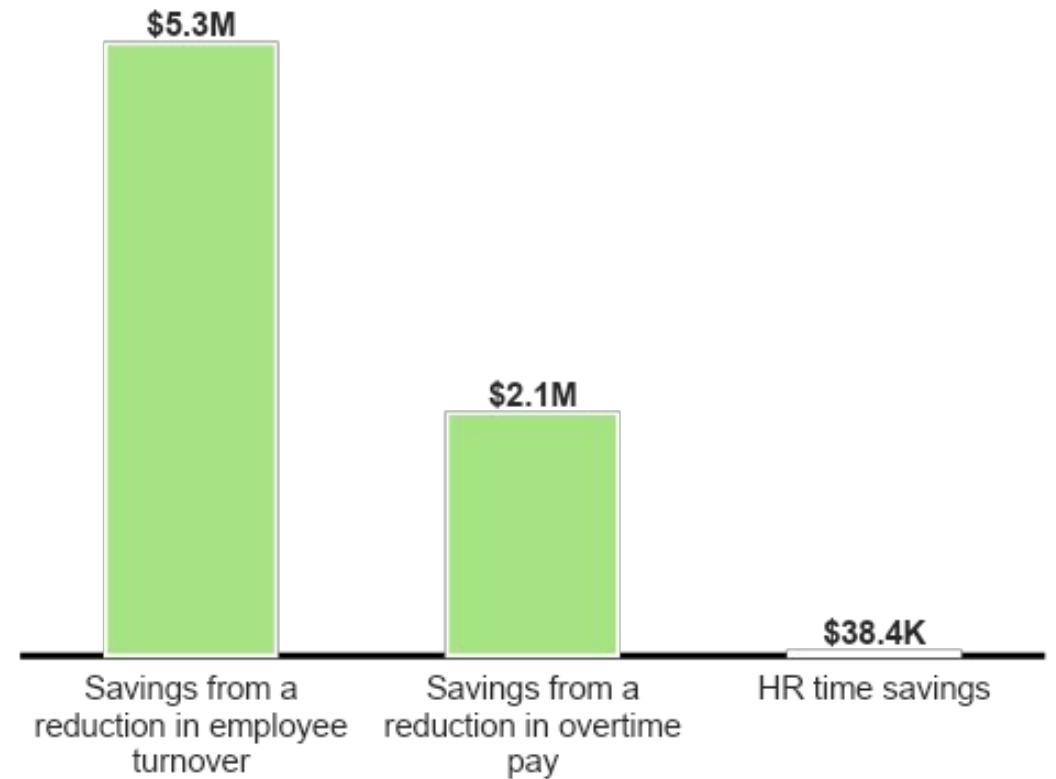
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“We were growing fast and adding leaders that came from other organizations that had automation and dashboards to extract and understand employee insights. We were getting more and more questions like, 'Hey, why don't we have this? Do you realize that we could be able to make quicker, more proactive decisions if we had this data at our fingertips?' We were ready for change.”

— VP, workforce strategy, logistics

# Three-year, risk-adjusted benefits

Based on the interview with the current  
customer organization





# Savings from a reduction in employee turnover



**10% reduction** in voluntary turnover over three years, affecting both skilled and unskilled frontline employees

Source: A Total Economic Impact™ Of WorkStep conducted by Forrester Consulting on behalf of WorkStep, June 2023.

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“Leaders on our safety team check WorkStep regularly to see whether sites are trending below the benchmark for safety favorability and dig into the comments. There’s often a correlation to what they’re seeing in their safety metrics. WorkStep serves as one more data point that can sometimes guide you in the right direction towards where you need to be spending some additional time and energy.”

- VP, workforce strategy, logistics

# Savings from a reduction in overtime pay



**50 hours** of overtime pay avoided per location per 1% reduction in turnover

Source: A Total Economic Impact™ Of WorkStep conducted by Forrester Consulting on behalf of WorkStep, June 2023.

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“A lot of employees nowadays don't want to work overtime. Anything we can do to reduce that helps keep our employees happy.”

- VP, workforce strategy, logistics

# HR time savings



**90% reduction** in HR time spent gathering and analyzing employee feedback

“The turnover at one of the sites I was supporting was going through the roof, which meant I was calling and emailing every single employee that left to try and understand why they departed. I put in a good 10 hours doing that for just one site. This isn't happening anymore because of WorkStep.”

- VP, workforce strategy, logistics

# There are benefits and flexibility to using WorkStep that the customer couldn't quantify



**Reduced business disruption** and increased frontline productivity as a result of WorkStep turnover trends.



**Transforming culture** into a more open, feedback-rich environment where employees feel heard.



**Improved customer experience** through higher employee retention, continuous employee engagement, and increased transparency.

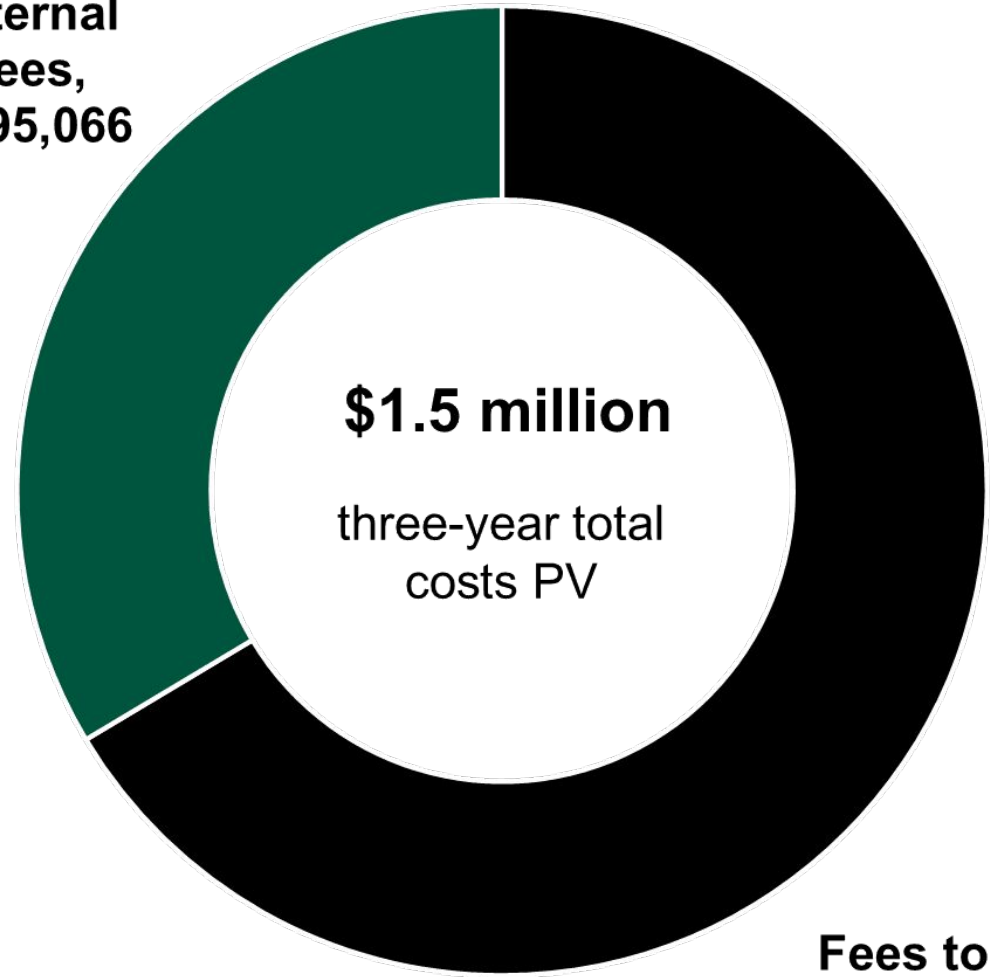


**Better business decisions** as a result of the insights uncovered through continued employee engagement.

# Three-year, risk-adjusted costs

Incremental cost and effort to implement  
and use WorkStep.

Internal  
fees,  
\$495,066



Fees to  
WorkStep,  
\$979,198

# Financial summary

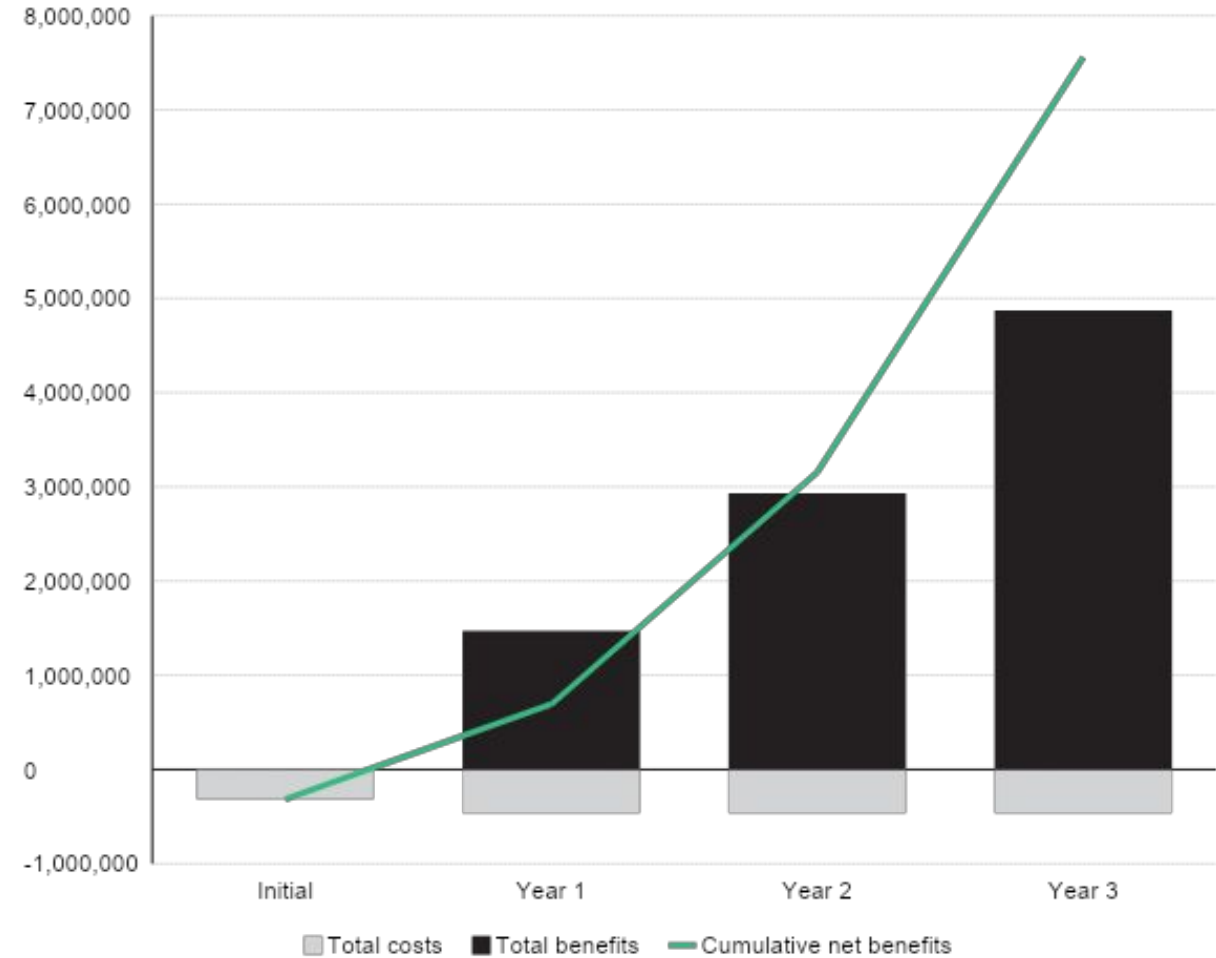
Three-year, risk-adjusted results

**403%**

Return on investment (ROI)

**\$5.94M**

Net present value (NPV)



# Thank you

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# Thank you



Interested in learning more about **WorkStep?**

Drop us a line: **hello@workstep.com**

Visit our website: **www.workstep.com**

# Business case definitions 101



## **Present value (PV)**

The present or current value of (discounted) cost and benefit estimates given at an interest rate (the discount rate). The PV of costs and benefits feed into the total NPV of cash flows.



## **Net present value (NPV)**

The present or current value of (discounted) future net cash flows given an interest rate (the discount rate). A positive project NPV normally indicates that the investment should be made, unless other projects have higher NPVs.



## **Return on investment (ROI)**

A project's expected return in percentage terms. ROI is calculated by dividing net benefits (benefits less costs) by costs.



## **Payback period**

The breakeven point for an investment. This is the point in time at which net benefits (benefits minus costs) equal initial investment or cost.